
INDEX OF ARTICLES

JANUARY — DECEMBER, 1968

BUSINESS MANAGEMENT

A Happy Medium?, May, p. 39
Blue Ribbon Builds in Efficiency, June, p. 38
Carriage Trade in The Drive-in Era, February, p. 34
Carroll's Uses Basics and Avoids Gimmicks, April, p. 40
Color Keeps Production High, June, p. 60
Copeland's Really Cares, February, p. 40
Credit Corner, April, p. 27
Don't Blunder Into Unionization, November, p. 18
Efficiency Through Planning, June, p. 26
Family Coin-Op Becomes Complete Custom Cleaners, June, p. 46
Fifty Per Cent Want Fast Service, September, p. 26
How To Manage A Quality Plant, November, p. 26
How Safe Is Your Store From Burglaries?, October, p. 35
How Your Government Views Your Future, July, p. 38
Improvements Must Also Be Insured, August, p. 46
Increase Training Power, January, p. 14
Keep 'Em Cool, May, p. 26
Marking, Tagging & Invoicing: Keys to Control, June, p. 30
Riots and Reason, Part I, July, p. 26
Riots and Reason, Part II, September, p. 44
Surveying For Success, April, p. 48
Think Before You Fire, February, p. 58
"Totalmation" — 16 Hour Production, January, p. 24

Training For Tomorrow, January, p. 8
Workflow Control Pays At Porter's, June, p. 22
Zeroing In On Wage & Hour, April, p. 32

CONVENTIONS

1968 Convention Program, February, p. 14
AIL's Big Show, February, p. 26
AIL Convention Program, February, p. 26
AIL/NID Convention Guide, March, p. 42
AIL/NID Show Set For March 20th — February, p. 12
LACATA Boosts Convention, February, p. 24
What Pros Want . . . (Talk & Back Talk), February, p. 20

DRAPES

Diversifying With Drapes, May, p. 28
Dramatize Your Drapery Service, September, p. 34
"Full Concept" Drapery Service, October, p. 28

DRYCLEANING TECHNIQUES

Fur Service With Finesse, February, p. 29
Glove Cleaning, May, p. 52
How To Clean and Finish Natural and Man-made Furs, November, p. 21
Solvent Chart, Part III, January, p. 42
Solvent Chart, Part IV, April, p. 54

Suede & Leather: Problem or Profit? May, p. 35
(Also see Expert Advice)

EXPERT ADVICE

Add Water Repellents? February, p. 10
Button Damage Claims Rise, July, p. 6
Caution: Miracle Fabric, May, p. 18
Drapery Stain Problems, April, p. 6
I Don't Have The Room, November, p. 6
Make Promotions Pay Off, August, p. 6
Paper Towels Used In Fur Cleaning, January, p. 6
Positive Thinking On Cleaning Drapes, March, p. 74
Premiums, Stamps, Contests, September, p. 8
Store More! Clean More!, June, p. 8
Ties: Problems or Profits?, October, p. 6

FABRICS AND FASHIONS

Disposables and the Drycleaner, September, p. 38
Don't Run From Durable Press, May, p. 50 (letters)
Drycleaning Durable Press, July, p. 40
Durable Press — A Mess? (Talk and Back Talk), March, p. 36
Durable Press Joins Bonding (Fabric Report), November, p. 8
How To Handle Cool Weather Fabrics, September, p. 19

continued on page 38

INDEX OF ARTICLES

continued from page 35

How To Handle the New Styles, April, p. 23
Knits 'N Bonds — Double Trouble? (Talk and Back Talk), April, p. 16

LOCATION AND REMODELING

Beware of Relocation, April, p. 74
Expansion: Its Problems and Rewards Part I, October, p. 23
Expansion: Its Problems and Rewards Part II, November, p. 45
From Old Gas Station to Drive-In Cleaner, February, p. 54
Plant Installed in Landmark, August, p. 74
Top Hat Moves Again, January, p. 20

MAINTENANCE

Coddle Your Boiler, October, p. 32
How To Minimize Down Time, October, p. 16
(Also see Power Primer & Shirt Techniques)

PRESSING MATTERS

Boosting Finishing Efficiency, January, p. 64
Durable Press Problems, July, p. 8
Finishing Skirts and Sweaters, September, p. 6
Finishing on the Topper-Legger, October, p. 40
How To Hire Quality, February, p. 8
Improve Your Jacket Finishing, November, p. 46
Learn How To Teach Finishing, August, p. 16
First Step With A New Plant, March, p. 71
Packaging Plusmanship, April, p. 12
Price It Right, June, p. 6

POWER PRIMER

Clean-Up or Blowdown, May, p. 56
Cold Weather Precautions, January, p. 46

Controlling Lint Accumulation In Gutters, July, p. 60
Fabric Problem Traced To Tumblers, August, p. 52
Treatment of Water For High Pressure Boilers, October, p. 60
Vibration In An Overhead Pipe, February, p. 56

PROMOTION

A Little Promotion Goes Far, August, p. 34
Braff's Promotion Package, August, p. 26
How To Get Free TV Time, August, p. 40
How To Store A Polar Bear, June, p. 50
Make Promotions Pay Off (Expert Advice) August, p. 4
Park Hill—Off Camera, August, p. 42
Promotions That Have Heart, August, p. 33
Yes, You Are Newsworthy!, August, p. 22

ROUTES

How To Convert Routes To Drive-In, July, p. 18
Routes: Novy Battles the Trend, July, p. 33
Routemen — Test Your Bad Weather Skill, February, p. 68

SHIRTS

Imperial's Twist: Do the shirts, farm out drycleaning, April, p. 44
Shirt Cleaning — Three Years Later, March, p. 32
Shirt Scene '68, March, p. 12
Shirts '68: Challenge & Opportunity, March, p. 18
Stain Removal for Today's Shirts, March, p. 28

SHIRT TECHNIQUES

Durable Press, August, p. 65
Durable Press, October, p. 48
Get Rid of Lint, June, p. 52
How Long Will Soil Releases

Last?, March, p. 41
Synthetics, Durable Press, July, p. 64
Take Steps To Stop Soiled Shirt Cuffs, January, p. 50
Tears and Snags, September, p. 59

TALK AND BACK TALK

Drycleaners View The Industry, July, p. 46
Durable Press — A Mess?, March, p. 36
Knits 'N Bonds — Double Trouble?, April, p. 16
People are the Problem, October, p. 36
Wage & Hour Dilemma — Or Is It?, May, p. 20
What Pros Want From A Show, February, p. 20

ZU'S CLOSE LOOK

A Close Look At Zu — Turn Beatniks to Neatniks, May, p. 34
Anticipating Customer Complaints, October, p. 44
Water Repellents Upgrade Drapery Service, March, p. 80
Wetside and Water Repellents, February, p. 72 **DW**



When you fire them, you really fire them, boss.

DRYCLEANING WORLD

